

**REQUEST  
FOR  
CONTINUED EXAMINATION (RCE)  
TRANSMITTAL**

Subsection (b) of 35 U.S.C. § 132, effective on May 29, 2000,  
provides for continued examination of an utility or plant application  
filed on or after June 8, 1995.  
See The American Inventors Protection Act of 1999 (AIPA).

Application Number	09/834,500
Filing Date	April 12, 2001
First Named Inventor	Michael Cristofalo
Group Art Unit	3622
Examiner Name	Daniel Lastra
Attorney Docket Number	2050.138US1
Customer No.	21186

This is a Request for Continued Examination (RCE) under 37 CFR § 1.114 of the above-identified application entitled SYSTEM AND METHOD FOR TARGETING OBJECT ORIENTED AUDIO AND VIDEO CONTENT TO USERS.

Submission required under 37 C.F.R. § 1.114

1. ☐ Consider the amendment(s)/reply under 37 C.F.R. § 1.116 previously filed on .
2. ☐ Consider the arguments in the Appeal Brief or Reply Brief previously filed on .
3. ☒ Amendment Under 37 CFR § 1.116 (15 pages) is enclosed.
4. ☐ New power of attorney ( pages) is enclosed.
5. ☒ Information Disclosure Statement is enclosed (2 pages), with:
- a. Form 1449 (1 pages)
- b. Copies of IDS Citations (1)
6. ☒ Please charge Deposit Account 19-0743 in the amount of \$810.00 to pay the RCE filing fee required under C.F.R. § 1.17(e).
7. ☒ The Commissioner is hereby authorized to credit overpayments or charge any fees set forth in 37 CFR §§ 1.16 through 1.18 to Deposit Account No. 19-0743.
8. ☒ Petition for Extension of Time in the prior application (1 page) is enclosed along with authorization to charge Deposit Account 19-0743 in the amount of \$460.00 to pay the extension fee.
9. ☐ Others:

SCHWEGMAN, LUNDBERG & WOESSNER, P.A.

By: Michael K. Hsu  
Atty: Michael K. Hsu  
Reg. No. 46,782

**CERTIFICATE UNDER 37 CFR 1.8:** The undersigned hereby certifies that this correspondence is being filed using the USPTO's electronic filing system EFS-Web, and is addressed to: Mail Stop RCE, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on this 9 day of April, 2008.

John D. Gush - Wharrell  
Name

John D. Gush - Wharrell  
Signature